

# TORRANCE HERALD

TWENTY-FIFTH YEAR

TORRANCE, CALIFORNIA, THURSDAY, JANUARY 11, 1940

SECTION B

## Chamber Asks City Council for Four Municipal Improvements

### URGES ACTION NOW TO GET SUMMER PLAYGROUNDS HERE

Recommendation of four civic improvements by directors of the Chamber of Commerce to the city council Tuesday night indicated that President R. R. Smith's round-table meeting with his committees on Nov. 17, 1939 is bearing fruit. The suggested improvements, all voiced at that session, were:

Installation of additional benches in El Prado and other municipal parks; installation of drinking fountains and rubbish containers in the parks; enforce the quiet zone around Torrance Memorial hospital and contact the Los Angeles board of education at once to have local school playgrounds kept open next summer.

These recommendations were referred by Mayor William H. Tolson to the proper committees for a report at the next meeting. Other civic business matters transacted at the Tuesday night session were:

**Renew Library Service**  
At the request of Redondo Beach officials, an endorsement was resolved in behalf of the extension of the Redondo Beach breakwater.

A cordial "thank you" letter from Mr. and Mrs. A. Dehlers of 908 Acacia street for the installation of an ornamental light in front of their home was received with the comment: "We ought to frame that one—we get so few like it." Another letter, from William J. Thomas, asking that overhead street lights be installed at the intersections of Dominguez and Mariposa Place with Acacia was referred to the street lighting committee.

Also the personnel of the city council will not be certain until after the April municipal election, the board voted to again inform the County Library that its services will be used for the fiscal year 1940-41 at a cost of about \$7,000. Miss Helen E. Vogelson, county librarian, wrote the council that a commitment was necessary at this time as the county library wants to estimate its probable income now.

**Okay Aloudra Committee**  
Approval of the city's plan to use \$892.97 of its quarter-cent gasoline tax fund for the installation of a rail-top concrete box culvert on Hawthorne avenue near Lomita boulevard was given by the State Highway Commission. The council is now advertising for bids on the project designed to improve drainage conditions in that vicinity.

Names of the five members of the Property Owners Committee, appointed by the Alondra Park Taxpayers' Association to work in conjunction with the board of supervisors and bondholders were submitted for approval which was granted. The committee, composed of B. L. Cook, Pat McDonnell, Judge Frank Carrell, Arthur Davies and Chester Daley, will work out the proposed refunding program for relief of Alondra Park property owners from their excessive Matton Act assessments.

Appropriations totalling \$580.84 were approved. The items were: a new electric refrigerator for the fire department's "house-keeping quarters," \$147.44 to replace an old refrigerator which Mayor Tolson reported "had gone bad," \$145 to replace an ornamental light standard wrecked by a motorist at 220th and Arlington avenue; \$48.92 for a radio to be installed on the new police motorcycle; and \$239.48 for 170 new meter boxes and covers for the water department.

**Break Set-Back Line**  
City Clerk A. H. Bartlett reported that he has received a guarantee of title to the three lots between 242nd street and Railroad avenue on Park street in WALTERIA for the proposed new public library in that community.

To accommodate a prospective home-builder, the setback line of 10 feet on Arlington avenue at the corner of Englegra was reduced. City Engineer Leonard Young reported he had received a letter from the adjoining property owner approving the break.

—Want Ads 25c—  
**Drastric Reductions in Sherwin-Williams House Paint!** Geo. Moore Hardware.—Adv.

### Walteria Artist's Fourth Exhibit Now at Library

For the fourth consecutive season, art lovers of Torrance are invited to an exhibit at the Torrance Public Library of a varied collection of 20 water colors, unusual brown and black shaded etchings, landscape scenes, pen and ink sketches and original canvases recently completed by R. J. Deurloo of Walteria whose flair and hobby for painting has been bringing his works recognition from authorities all over the state. His work ranks among the top in amateur showings.

And, as an added feature, Artist Deurloo plans to be in the lecture room of the library from 6 to 7:30 o'clock tonight to personally explain many of his hangings. All are invited to attend. The showing is open to the public without charge, according to Mrs. Dorothy Jamieson, librarian, who arranged with Deurloo for this public presentation of his work.

### Merchants Map Year's Activities

With 30 members present, the Torrance Retail Merchants Association launched its 1940 activities Tuesday night at a dinner-meeting in Daniels cafe with President Hillman Lee presiding. Secretary George Moore, Jr., gave a report on the Christmas decoration program and announced that if all pledges to the fund were paid by merchants, the decorations would be paid for. He said the decorations which were mounted on the ornamental light standards had been stored in the Recreation Center building thru the courtesy of Dale Riley, city recreation director. Moore was given a vote of thanks for his efforts along this line.

Attorney Albert Isen, who said he doubted that the city's population is less than 9,000, as reported by The Herald from data obtained by the Western Directory company, urged the formation of a committee to find out "why Torrance hasn't grown." He said local merchants have a great deal to do with development and perhaps can aid in attracting local workers to make their homes here.

**Stresses Cooperation**  
Due to a sudden illness, Jack Horner of Long Beach, the scheduled speaker was unable to be present but the merchants' group heard an enlightening talk by L. A. Copeland, chairman of the Laguna Beach trade development committee, instead. Copeland compared Laguna Beach with Torrance and pointed out that while the two communities were widely different, both have the same problems.

He stressed the need for close cooperation between businessmen and a unified appeal to residents to "trade at home." President Lee presented an outline of the year's merchandising program which included city-wide sales events scheduled for every other month. The first will be a January sales campaign, scheduled for the end of this month.

### STATE PICNICS

**ILLINOIS** . . . The annual winter picnic reunion of all Illinoisans in Southern California will be held Saturday, Jan. 20, in Sycamore Park, Los Angeles.

—Want Ads 25c—  
**FINED \$75 HERE**  
M. R. Littow, 36-year-old Redondo Beach oil worker, pleaded guilty to driving while intoxicated last Friday before City Judge Robert Lessing and was fined \$75. He arranged to pay in 30 days.

—Want Ads 25c—  
**Drastric Reductions in Sherwin-Williams House Paint!** Geo. Moore Hardware.—Adv.

### Jobless Receive \$21,626 Here in November, Report

Unemployment insurance payments to California residents during the month of November, 1939, surpassed the three and three-quarters million mark according to announcement made today by Edwin A. Bird, manager of the Torrance-South Bay office of the Department of Employment.

Bird said the total payments for the state during November were \$3,762,243.73, augmented by one additional check writing period. The usual monthly reports contain only four check writing periods, but the November report represented five weeks of payments. Increases, of course, resulted largely from the liberalized emergency benefit program adopted by the legislature in January of 1939.

In terms of money distributed in this district, a total of \$21,626.79 funds were distributed to eligible unemployed workers during November, compared with \$18,596.14 distributed in November of 1938. According to Bird, the labor turnover in this district is smaller than any other similar industrial section, which accounts for the lower percentage of unemployment insurance claims here.

Bird further declared that there is a continued demand for certain classes of highly skilled labor such as pattern makers, tool and die designers, sheet metal and milling machine and turret lathe operators.

There is also an acute shortage of women for housekeeper and other types of domestic work. Bird states that his office has several desirable vacancies in good homes within this district. The office is located at 1927 Carson street, Torrance, phone 417.

### Habitual Drunk Banishes Self from Torrance

Police Chief John Stroth thoughtfully fingered a stack of cards, each one with a single, abbreviated report on it, as he whistled Frank Webb, 47, of 1910 Plaza del Amo goodbye last Friday. Webb was bound for Stockton.

He had voluntarily banished himself from this city where his frequent arrests on charges of drunkenness had resulted in the stack of cards that Chief Stroth was flipping. They constituted his dossier.

Webb had recently been paroled from a 180-day county jail sentence when he again imbibed too frequently last Thursday and once more found himself in the city jail. He admitted it seemed like home to him.

Police Judge Lessing suspended another three-months' term on condition that Webb will never again appear in Torrance.

But Stroth is keeping his file on Webb, prepared to add another date, charge and disposition of the case if the latter again forgets a promise.

### Woman Fined \$50 for Drunk Driving

A fine of \$50 was levied on Louise Buchanan, 28-year-old Redondo Beach stenographer, charged with driving while intoxicated last week when she appeared before Judge Robert Lessing. She arranged to pay the penalty within 30 days.

—Want Ads 25c—  
Poultrymen! Rabbit raisers! Goat owners! Save on your feed bill now. See class 57 for Year End Feed Sale.

### SEEMS LIKE YESTERDAY

By C. KESSLER



### EDISON COMPANY WILL SPEND \$1,783,000 TO IMPROVE THIS DIVISION DURING YEAR

The Southern California Edison company plans the expenditure of approximately \$1,783,000 in this division of its service territory in 1940, according to C. C. Bartlett, manager for the company here. This budget for the division is in addition to taxes the company will pay locally and will be spent for improvements to the electrical service system, operating expenses and payrolls.

Announcement of the company's program for the new year was made at the recent annual meeting of Edison officers, department heads and division and district managers at Los Angeles. Mr. Bartlett, with C. E. Hewes, division manager, represented this portion of the company's territory at the meeting.

The Edison Company this year will make expenditures of nearly \$25,000,000 in southern and central California. This is approximately the same amount as budgeted for expenditure last year and is exclusive of bond interest and other payments for the use of capital to be made in the coming 12 months. Approximately \$8,500,000 of the 1940 total will be paid in federal, state and local taxes during the year. Other expenditures will be for new construction, payrolls, the operation and maintenance of the company's properties and improvements to plants, lines and other service equipment.

**See Increased Activity**  
In addition to the amount allocated directly for expenditure in this division for operation, maintenance, new construction and payrolls, this area will be benefited directly by the system-wide improvements scheduled for 1940.

The company's present business development program, designed to benefit this and all other areas of Edison service, will be continued energetically this year. The industrial sales department and domestic sales department development programs anticipate greatly increased activity.

"We have adopted a forward-looking program for 1940, designed to meet maximum demands for our service," President Harry J. Bauer told the Edison officials at their yearly meeting. "We have abundant generating capacity in our Big Creek hydro and Long Beach steam-electric stations to meet

all existing demands from our customers; installation of generating units at Boulder Dam recently has been made and our Boulder transmission line, a new major link in our high voltage transmission system, has been completed.

**Add 25,000 Meters**  
"The new year, therefore, finds us additionally equipped not only to extend our service to new customers but to increase service to existing customers, and to care for any emergency demand which is likely to develop."

"The increase in virtually all classifications of our business in the past twelve months has reflected the general development of business in southern and central California. Our total of meters now is about 545,000. During the past year we have added 25,000 new meters, one of the largest gains in many years. This increase reflects, of course, the rapid expansion in homebuilding which is under way in this territory, and a corresponding gain in the manufacturing industries. Both plant expansions and the establishment of new industries here have been noteworthy during the year."

### Local Resident Loses In Radio Spelling Bee

If you ask Mrs. Grace Green of Anapola avenue how to spell "sizable" she won't spell it "sizable."

Last Sunday local listeners to a spelling bee broadcast groaned as they heard her put that "e" between "siz" and "able." She was eliminated from the contest in the second round.

Mrs. Green was the second local resident to be spelled down on the broadcast program. Officer Bill Evans lost out a few weeks ago when he couldn't spell "jardiniere."

### C. F. Manley Dies Suddenly in Vallejo

Mrs. Boyd McDonald of 1104 Arlington avenue, was called to Vallejo, Calif., Monday by the sudden death Saturday night of her brother, C. F. Manley, formerly a resident of this city. Mr. Manley was a draftsman in the U. S. Navy. He was survived by his wife.

### Dog Licenses Now Due Here

O! O! it's going to be just too bad for little Fido now if he's caught roaming about the streets or hanging around a stray telephone pole or fire hydrant without a little 1940 dog license dangling from his collar. And that straight-from-the-shoulder warning comes from Mrs. Bernice Davison, head of the South Bay Humane Society, who, with her attendants, keeps a strict and careful eye on all four-footed canine pets around these parts, with or without pedigrees.

The due date for all current license tags for dogs was last July, according to Mrs. Davison, and beginning next week the state law requiring that all dogs not boasting such permits are to be impounded for five days, and then, either placed in a suitable home or delivered to dog heaven, will be strictly enforced. It's too bad, but, says Mrs. Davison, the law's the law.

### Speed Preparations for Primary Vote In County

First preparations for the 1940 Presidential primary election were being made today by County Registrar of Voters W. M. Kerr who asked that preparations be speeded as much as possible due to shortage of time. During the year there will be in addition to the presidential primary various other elections for the various county water districts, 35 sixth class cities, 102 elementary school districts and 14 high school districts, Kerr explained.

### Wooldridge Herald Circulation Mgr. Writes

Do you believe this? — "A letter of friendship should only be written when the spirit prompts!" — George Gissing.

## BREAK The High Cost of Feed Through "Year End" Specials!

Has the high price of feed either got your "goat" or, to your goat? or poultry? or rabbits? Let the advertiser whose ad is partially reproduced here with help share the burden of your feed bill by sharing his profits with you. Talk over your problems with him today. He'll help you. Turn now to the classified page and then to classification—

Pets, Poultry, Supplies —57

### Year End Sale!

PRICES DRAMATICALLY REDUCED! FREE DELIVERY

Rolled Barley, 75 lbs.	1.59
Cracked corn, 100 lbs.	1.90
Scratch, 100 lbs.	1.90
Brain, 50 lbs.	1.40
Laying Mash, 100 lbs.	2.15
Goat Feed, 65 lbs.	1.45
All Purpose Mash, 100 lbs.	2.15
Balder's Pellets, 50 lbs.	1.75
Alfalfa, 100 lbs.	1.15
Straw (bale)	.70
Dogley Dog Food (3 quarts)	.14
Milking Dog Waters (2 lbs.)	.23



### Here's the Scientific Tire and Tube Combination that does ALL THREE!

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And just look at this big, husky Goodrich Sealomatic Safety Tube—that lets you ride over tacks and nails and keep right on going! Yes, it's a fact. When nails or other objects penetrate this amazing tube it seals the opening automatically without loss of the air. And even though the nail may stay in this position and be pulled out days or even weeks later, the tire does not go flat. Let us put the tube "that never lets you down" in the tire that may save your life.



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2. FAMOUS GOLDEN PLY BLOW-OUT PROTECTION, TOO!

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